

IN THE CLAIMS:

1 1. (Amended) In a distributed computer system, a method of automatically generating an  
2 intender lead, said method comprising the steps of:  
3 determining at least one source available to be accessed and searched in said distributed  
4 computer system;  
5 searching and accessing said source to identify purchase indicators representing  
6 potential future purchases by prospects, said purchase indicators being  
7 contained within files in said source; and  
8 extracting prospect identifiers from said purchase indicators, wherein said prospect  
9 identifiers identify said prospects; and  
10 generating said intender lead from said prospects without human intervention.

*Sub B1*

1 33. (Amended) A program storage device accessible by a server machine in a distributed  
2 computer system, tangibly embodying a program of instructions executable by said  
3 server machine to perform method steps for automatically generating an intender lead,  
4 said program of instructions comprising:  
5 program code means for searching and accessing at least one source in said distributed  
6 computer system;  
7 program code means for identifying purchase indicators representing potential future  
8 purchases by prospects, said purchase indicators being contained within files  
9 in said source; and  
10 program code means for extracting prospect identifiers from said purchase indicators,  
11 wherein said prospect identifiers identify said prospects; and  
12 program code means for generating said intender lead from said prospects.

*Sub B2*

1 34. (Amended) The program storage device of claim 33, further comprising:  
2 program code means for applying a predictive model to said prospects to select  
3 said intender lead.

1 35. (Amended) The program storage device of claim 33, further comprising:  
2 program code means for transferring said intender lead to an interested party.

1       36. (Amended) The program storage device of claim 35 wherein said transferring  
2       occurs before said potential future purchases.

1       37. (Amended) The program storage device of claim 33, further comprising:  
2        A2  
3        program code means for initiating a direct marketing contact with an  
intender represented by said intender lead.

1       39. (Amended) The program storage device of claim 33, further comprising:  
2        program code means for obtaining additional information associated  
3        G3  
4        with said prospects from a profile database, wherein said additional  
information is associated with said prospect identifiers in said profile database.

1       42. (Amended) The program storage device of claim 33, further comprising:  
2        A4  
3        program code means for extracting auxiliary data from said purchase  
indicators, wherein said auxiliary data is independent of said prospects.